

student guide, master media design

Head of program

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Assistants

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Teaching staff

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Gordan Savičić

Daniel Sciboz

Douglas Edric Stanley

Visiting lecturers

Marie Dommenget, Lalya Gaye, Jürg Lehni, Matteo Loglio, Daniel Pinkas, Studio Z1, Giulia Tomasello, Alice Stewart, Laure Kraysenbühl, Marion Bareil, Constance Delamadeleine, Sabrina Calvo, Dan Hill, Wendy Gaze, Oscar Lhermitte, Shady El Noshokaty, Benoît Renaudin, Isis Fahmy et al.

Special projects, workshops and events

- Atelier Media Design 1 – «Interactive Narration» in collaboration with UNAIDS
- Study trip «Alpine Technosphere» in Chamonix with Nicolas Nova and Studio Z1
- Atelier Media Design 3 – «typography meets robots» with Mitch Paone and Jürg Lehni
- Transversal Workshop – «health & wearables» with Giulia Tomasello and Alice Stewart

semester 1

Formation à la recherche 1

Module: 1MaDe11 ECTS: 3
Professors: Anthony Masure and al.
Languages: french and english
Dates: 17 – 18.11
Time and place: 8h30 – 17.00, ECAL, Renens
Participants: MMD1

This module will allow students to understand the nature and various issues of design research through an approach where theory and practice are closely linked. It will allow them to differentiate the practice of design from the practice of design research (understanding the epistemology of research). Several case studies will help students master the different aspects and possible approaches in design research.

Workshop transversal 1

Module: 1MaDe12 ECTS: 3
Professors: Giulia Tomasello and Alice Stewart
Assistants: Nicolas Baldran and Félicien Goguy
Languages: english
Dates: 26 – 30.10
Time and place: 09h – 17h, Room H3.09 and Room H3.10
Participants: MMD1 and MMD2

You will have the choice between two workshops. The first one will be led by Alice Stewart and will focus on prototyping intimate connected objects. The second one will be led by Giulia Tomasello and will focus on wearables in the field of women's health.

Workshops à options 1

Module: 1MaCH11 / ECTS: 6
Professors: Daniel Sciboz and Laurent Malys
Assistants: Nicolas Baldran and Félicien Goguy
Languages: french and english
Dates: 16 – 25.09
Time and place: 09h – 17h, Room H3.09
Participants: MMD1

When set in motion letters attract attention: visual communication makes frequent use of it. Established since the 1990s, configurable and variable typography entered the standards in graphic design with an update in 2016 of the Opentype format. Other constraints are defined by animation software in which the movement of letters hardly exceeds the typographical framework. In this workshop you will learn how to put letters in motion through computer programming. You will discover which style effects exist and what are the new possibilities when animating text on the screen. The workshop will alternate between practical presentations, readings and discussion around the subject.

Workshop à option 2

Module: 1MaCH12 / ECTS: 3
Professors: Matteo Loglio
Assistants: Nicolas Baldran and Félicien Goguey
Languages: english
Dates: 05 – 09.10
Time and place: 09h – 17h, Room H3.09
Participants: MMD1

Everyday we hear news about artificial intelligence and machine learning, but what exactly is it and how can we use it in the practice of interaction design? This workshop attempts to shed light on artificial intelligence and its creative applications. Participants will learn how to integrate AI into their projects and experience simple tools designed for artists and designers. We will examine existing projects that use this technology in the fields of art, science, design, and creativity in general. We will then begin to prototype ideas using machine learning as a design tool. Participants will learn about existing libraries and prototyping applications, and many examples will be provided for future reference. We will be using simple programming tools, such as ml5.js, Wekinator, and others.

Atelier / Laboratoire MD 1

Module: 1MaDeOMD11 / ECTS: 15

Atelier / Laboratory MD 1 module is composed of several workshops, laboratories and courses which are detailed below.

Atelier Design Inquiries

Professors: Nicolas Nova and Dan Hill
Assistants: Nicolas Baldran and Félicien Goguey
Languages: french and english
Dates: 28.09 – 02.10
Assistants: 09h – 17h, Room H3.09
Participants: MMD1

The objective of the course-workshop will be twofold. It will first consist of initiating students to the methodology of field research (observation, interview) with the aim of projecting into the near future and producing “design fiction”. Starting from users whose behavior deviates from the norm, students will have to imagine a product / service / installation that allow us to speculate a near future. A second objective will be to explore video prototyping as a tool for designing and staging speculations.

Atelier Media Design 1 / Interactive Narrations

Professors: Douglas Edric Stanley and Alexia Mathieu
Assistants: Nicolas Baldran and Félicien Goguey
Languages: french and english
Dates: (according to Master Media Design’s schedule)
Time and Place: 09h – 17h, Room H3.09
Participants: MMD1

This workshop will take place in collaboration with UNAIDS and will focus on the creation of new forms of storytelling in the context of HIV prevention. We will focus on new storytelling techniques ranging from machine learning, Twine and Fungus.

Théorie et pratique

Professors: Nicolas Nova and al.

Languages: french and english

Dates: (according to Master Media Design's schedule)

Time and Place: 09h –17h, Room H3.13

Participants: MMD1

Lectures, readings, screenings, discussions and presentations will allow you to approach key concepts and theoretical foundations of digital technologies, their consequences in the fields of art and design as well as themes of history and media theory (cinema, interactivity, video games) in connection with the evolution of the contemporary world.

Laboratoire Creative Coding

Professors: Gordan Savičić and al.

Assistants: Nicolas Baldran and Félicien Goguey

Languages: french and english

Dates: (according to Master Media Design's schedule)

Time and Place 09h – 17h, Room H3.09

Participants: MMD1

This course offers an introduction to creative programming, and is suitable for both inexperienced students and those already with programming skills. Students will learn to work beyond regular problem solving, to use the computer as a creative medium, either to produce generative design, games or art. We will focus on understanding concepts from computer science and their application in design. A variety of methods for programming will be introduced, as well as their application for different media, ranging from 2D graphics to animation to data visualization. The main part of learning is creating interactive experiences for the web, using p5js, processing, and UNIX commands. To complete the course, students will submit their final projects, which will be put together in an interactive course manual. The courses are complemented by discussions with creative coders as part of a series of online webinars.

Laboratoire Electronique

Professors: Pierre Rossel and Laure Krayenbühl

Assistants: Nicolas Baldran and Félicien Goguey

Languages: french

Dates: (according to Master Media Design's schedule)

Time and place: (according to Master Media Design's schedule), Room H3.09

Participants: MMD1

The objective of this laboratory is to lay the foundations of electronics in order to be able to understand the operation of basic components and handle them safely. We will also see how to manufacture intelligent and / or communicating objects by associating them with a microcontroller, which will also allow the basics of programming to be approached. Students who have already acquired the basics will be able to develop their skills more independently in individual projects.



inter-semester

Field trip Alpine Technosphere

Professors: Nicolas Nova and Studio Z1

Languages: french and english

Dates: 25 – 27.01

At the crossroads of design and ethnography, this workshop aims to teach the importance of observation in the context of the environmental crisis. While designers are often called upon to find “solutions”, we choose to take a step back and take a different approach. Our field mission aims to understand the local parameters and constraints of the artificial technosphere, in order to highlight the different ranges of technological issues at play in a mountain context. We will spend several days in the Chamonix valley, documenting the presence of different types of technologies (ski lifts, roads, mountain vehicles such as snowplows and bobcats, old mines and quarries). The trip will be followed by the creation of an interactive experience that will be shown during «Rêvons la ville de demain» festival in Geneva in April 2021.



semester 2

Formation à la recherche 2

Module: 1MaDe21 / ECTS: 3
Professors: Anthony Masure and al.
Languages: french and english
Dates: 02.03 – 05.03
Time and place: 09h – 17h, HEAD - Genève
Participants: MMD1

The module will allow the student, on the one hand, to become acquainted with the different research methods and their intellectual and practical implications while also being introduced to their concrete application. This module will allow students to start their Master's thesis by proposing one or more relevant research questions, a summary of the work envisaged and an outline of the methods to be adopted.

Workshop transversal 2

Module: 1MaDe22 / ECTS: 3
Professors: Shady El Noshokaty, Benoît Renaudin and Isis Fahmy
Languages: english
Dates: 08 – 12.03
Time and place: 09h – 17h, HEAD – Genève and La Manufacture, Lausanne
Participants: MMD1

This workshop will be in collaboration with La Manufacture and the artist Shady El Noshokaty. By working on the notion of cartography, you will explore various means of representations: using words, bodies, dance, objects, signs, visualization, coding, virtualization, sound, etc. During these five days of workshop, each interdisciplinary team will have to design a performative object.

Workshop à option 3 et 4

Module: 1MaDe21 et 1MaDe22 / ECTS: 9
Professors: Daniel Sciboz, Dominic Robson and al.
Assistants: Nicolas Baldran and Félicien Goguey
Languages: french and english
Dates: du 22– 26.02
Time and place: 09h – 17h, Room H3.10
Participants: MA Media Design, BA Visual Communication and others

You will be able to choose between several interdisciplinary workshops. Master Media Design will offer two workshops. The first one, Lac 20.21, will be in collaboration with the Léman-Architecture-Connexions project. The project will focus on the intersection of strolling, technology and territory. The second workshop will be in collaboration with the Laténium museum and will aim to create an audio and interactive experience for the museum's gardens.

Atelier / Laboratoire MD 2

Module: 1MaDeOMD21 ECTS: 15

The Workshop / Laboratory MD 2 module is composed of several workshops, laboratories and courses which are detailed below.

Atelier Media Design 2

Professors: Mitch Paone and Jürg Lehni and al.

Assistants: Nicolas Baldran and Félicien Goguey

Dates: (according to Master Media Design's schedule)

Languages: french and english

Time and place: 09h –17h, Room H3.09

Participants: MMD1

This workshop will focus on the intersection of typography and robotics. The subject will be communicated in February 2021.

Atelier Media Design 3

Professors: Douglas Edric Stanley and Marion Bareil

Assistants: Nicolas Baldran and Félicien Goguey

Dates: (according to Master Media Design's schedule)

Languages: french and english

Time and place: 09h –17h, Room H3.09

Participants: MMD1

This workshop will take place in collaboration with the Reconfigurable Robotics Lab, EPFL and will focus on the design of virtual objects and the programming of their behaviors. The subject of the workshop will focus in particular on the potential of machine learning in games.

Laboratoire Unity

Professors: Pierre Rossel

Assistants: Nicolas Baldran and Félicien Goguey

Languages: french

Dates: (according to Master Media Design's schedule)

Time and place: 09h -17h, Room H3.09

Participants: MMD1

The general objectives of this laboratory are the following: to study the main 3D modeling and animation tools offered by Unity 3D software as well as relevant examples of contemporary digital design productions using these technologies. Acquire advanced software skills for professional use, allowing objects to be modeled and animated with a view to their integration into prototypes or 3D productions for the field of digital entertainment in the broad sense (films of animation, video game etc.). Exercise these skills by carrying out practical work. At the end of this course, the student has a thorough knowledge of the Unity 3D software interface. He-she is able to model, illuminate and animate, in three dimensions, a simple scene and the objects that compose it.

Laboratoire 3D

Professors: Marie Dommenget

Assistants: Nicolas Baldran and Félicien Goguey

Languages: english

Dates: (according to Master Media Design's schedule)

Time and place: 09h – 17h, Room H3.09

Participants: MMD1

This laboratory will allow you to discover 3D visualization techniques. The final subject will be communicated to you in February 2021.

Théorie et pratique 2 / Kick-off Master Thesis / Travail théorique

Professors: Nicolas Nova and al.

Assistants: Nicolas Baldran and Félicien Goguy

Languages: french and english

Dates: (according to Master Media Design's schedule)

Time and place: 09h –17h, Room H3.13

Participants: MMD1

Lectures, readings, screenings, discussions and presentations allow students to approach the key concepts and theoretical foundations of digital technology, their consequences in the fields of art and design as well as themes of history and media theory (cinema, interactivity, video games) in connection with the evolution of the contemporary world. The study of the main currents of thought that are interested in technique, its nature and its relationship with humans aims to build a realistic and critical perspective on current and past discourse on these issues. The subjects studied and the activities proposed will allow students to define the questions they wish to address in their Master Thesis.

semester 3

Formation à la recherche 3

Module: 2MaDe11 / ECTS: 3
Professors: Anthony Masure and al.
Languages: french and english
Dates: 19.11
Time and place: 8h30 – 17h Junior Research Conference, HSLU Lucerne
Participants: MMD2

The module has two main objectives: The first aims to obtain critical feedback on the current thesis project which they present to 1st year students. The second is to actively participate in a national event which is the Junior Research Conference. This day is only dedicated to second-year HES Master students in design from Switzerland.

Workshops à options 5 et 6

Module: 2MaCH11 / ECTS: 9
Work in progress Kick-off MA Thesis / Travail pratique
Professors: Dominic Robson and Alexia Mathieu
Languages: english
Dates: (according to Master Media Design's schedule)
Time and place: 09h – 17h, Room H3.10
Participants: MMD2

The workshop will focus on 5 days of immersion to start your reflections on your practical project. The week will be punctuated by collective exchanges and interventions by external guests and alumni of Master Media Design programm.

Workshops transversal 3

Module: 2MaCH12 / ECTS: 3
Professors: Giulia Tomasello and Alice Stewart
Assistants: Nicolas Baldran and Félicien Goguy
Languages: english
Dates: 26 – 30.10
Time and place: 09h – 17h, Room H3.09 and Room H3.10
Participants: MMD1 and MMD2

You will have the choice between two workshops. The first one will be led by Alice Stewart and will focus on the prototyping of intimate connected objects. The second one will be led by Giulia Tomasello and will focus on the development of portable devices in the field of women's health.

Atelier / laboratoire MD 3

Module: 2MaDeOMD11 / ECTS: 15

The Workshop / Laboratory MD 3 module is composed of several workshops, laboratories and courses which are detailed below.

Work in Progress - mémoire et projet

Professors: Alexia Mathieu, Nicolas Nova, Daniel Sciboz, Gordan Savičić, Dominic Robson and al.

Assistants: Félicien Goguey and Nicolas Baldran

Languages: french and english

Dates: (according to Master Media Design's schedule)

Time and place: 09h – 17h, Room H3.10

Participants: MMD2

The thesis offers students the opportunity to develop their master's project, to organize key reflexions essential to build their thoughts, to consolidate their positions in the discipline of design. Throughout the writing phase, students work independently, by appointment with a tutor and take part in intermediate presentations planned during the fall semester. In support of the writing of the thesis and with the objective of preparing the realization of the Master project, students pursue their own practice of design, exploring a new field of application, developing ideas and testing technologies and supports.

Laboratoire Programmation avancée

Professors: Pierre Rossel

Assistants: Nicolas Baldran and Félicien Goguey

Languages: french

Dates: (according to Master Media Design's schedule)

Time and place: 09h – 12h30, Room H3.10

Participants: MMD2

This laboratory offers individualized technical support throughout the semester, by appointment, which allows students to produce prototypes using advanced notions of computer programming and electronics.

Laboratoire Edition

Professors: Clovis Duran

Languages: french

Dates: (according to Master Media Design's schedule)

Time and place: 14h – 17h, Bâtiment Encyclopédie

Participants: MMD2

With the objective of publishing Master thesis, this laboratory is structured around the following axes: development of a work schedule (layout, corrections, paper order, printing, binding, shaping), choice of format, development of the template, choice of typography, compliance with typography rules, prioritization, layout, proofreading, bleed management; choice of paper (s), choice of printing and binding, development of a blank model, printing, binding, shaping, finishing ...

semester 4

Laboratoire

Professors: Pierre Rossel
Assistants: Félicien Goguey and Nicolas Baldran
Languages: french
Dates: (according to Master Media Design's schedule)
Time and place: 13h30 – 17h, Room H3.10
Participants: MMD2

The laboratory offers individualized technical support throughout the semester, by appointment, which allows students to produce prototypes using advanced notions of computer programming and electronics.

Laboratoires Communication et Scénographie

Professors: Wendy Gaze and Oscar Lhermite
Assistants: Félicien Goguey and Nicolas Baldran
Languages: french and english
Dates: (according to Master Media Design's schedule)
Time and place: 09h – 17h, Room H3.10
Participants: MMD2

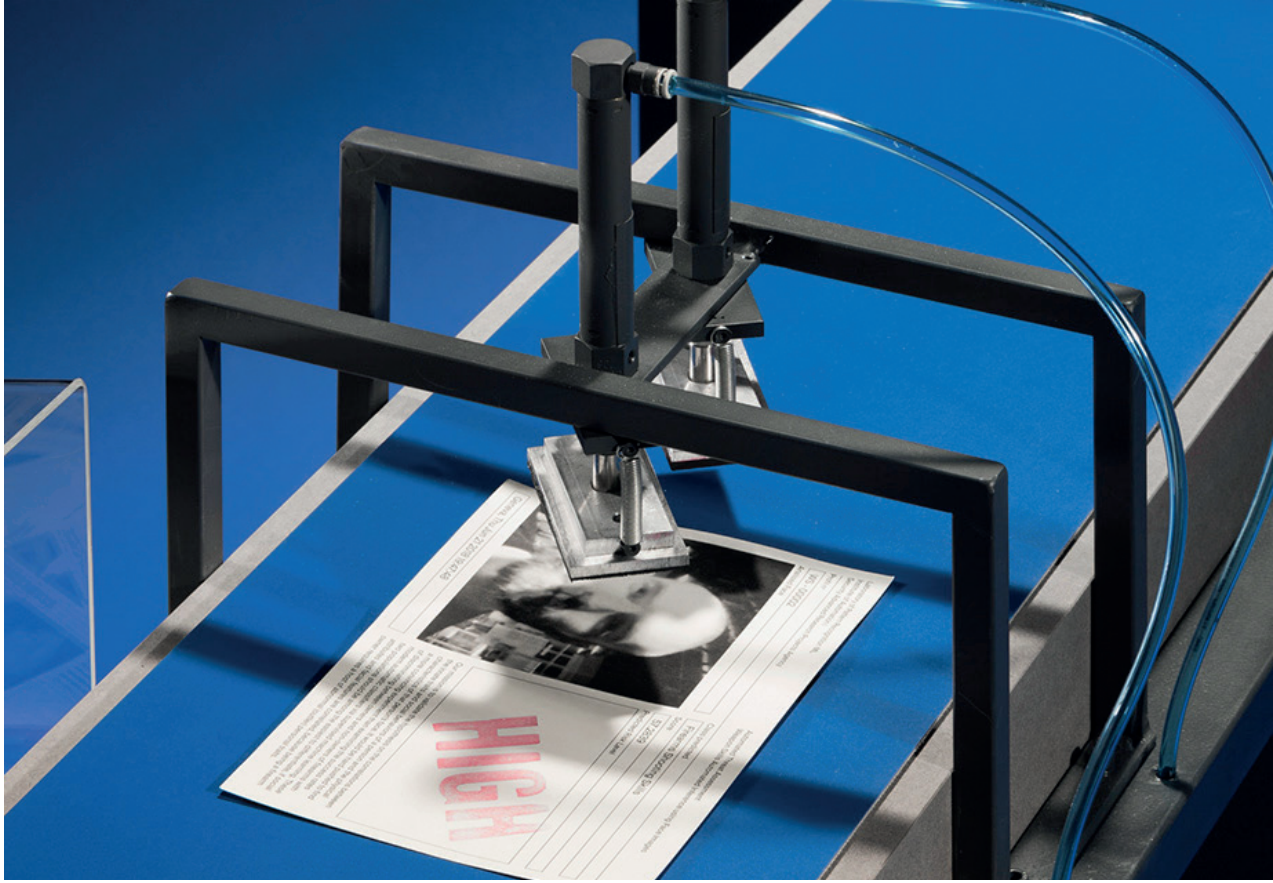
These laboratoires will allow you to acquire necessary skills to communicate your diploma projects through scenography, visuals, videos and texts.

Master Thesis 1 - mémoire

Module: 2MaDe21 / ECTS: 9
Professors: Nicolas Nova, Lysianne Léchet-Hirt, Daniel Pinkas, Daniel Sciboz, Alexia Mathieu and al.
Assistants: Félicien Goguey and Nicolas Baldran
Languages: french and english
Jury date: 23.02.2021 (schedule to be determined)
Place: Salle H3.13
Participants: MMD2

Master Thesis 2 - pratique

Module: 2MaDe22 / ECTS: 21
Professors: Gordan Savičić, Douglas Edric Stanley, Dominic Robson, Mitch Paone, Daniel Sciboz, Alexia Mathieu et al.
Assistants: Félicien Goguey and Nicolas Baldran
Languages french and english
Jury date: 23.06.2021 (schedule to be determined)
Place: CUBE, Bâtiment H
Participants: MMD2



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